



9 Days of  
Fun Start  
the 1st  
Friday in  
August...

# 2026 Sponsorship Opportunities



August 7 –15, 2026



## In the beginning...

In the beginning, a small group of individuals met to discuss the agri-tourism trend sweeping the country and how the Williamson County Ag Expo Park and the UT Extension Service could partner to capture that enthusiasm in our county. Thus the idea to bring back a traditional county fair was born and we held the new Williamson County Fair in 2005.

The Williamson County Fair is not a county entity and is not a part of the State of Tennessee government and thus receives no tax dollars or other subsidies. We are a 501(c)3 Non-Profit organization dedicated to our mission of providing a family friendly fair, promoting agriculture, bringing communities together and celebrating the traditions of Williamson County.

We would like to thank all of our Corporate Partners who have been with us since the Fair began in 2005, as well as those who have joined us along the way. We appreciate their continued commitment and support to the largest community event in Williamson County! Through these partnerships, the Williamson County Fair has grown annually, and has been recognized among the best by its peers at the state and international levels. We pride ourselves on providing a safe, clean, family friendly fair for all to enjoy.

Each sponsor's marketing needs are developed to meet your goals and objectives, offering a wide variety of opportunities to maximize your sponsorship dollars. In-kind donations and trades are accepted and appreciated as well, i.e., giveaways, gift cards, equipment, labor, and other miscellaneous services. Contact our Sponsor/Vendor Coordinator to Join the FUN!

Cheryl Burnside  
(615) 584-7411

[Sponsors\\_vendors@williamsoncountyfair.org](mailto:Sponsors_vendors@williamsoncountyfair.org)

ABOUT  
US

# PARTNERSHIP LEVELS

## DIAMOND \$25,000+

- 200 General Admission Tickets & 10 Free Ride Tickets
- 6 Priority Parking Passes
- 10 Sponsor Appreciation Ride Night Postcards (held Sunday, 8/9/26 – includes General Admission and Unlimited Ride wristbands for 4)
- Banner Prominently Displayed
- Logo & Web Link on Website Home Page
- Logo & Web Link on Sponsorship Web Page
- Partner recognition in E-Newsletter
- Sponsor Spotlight" in one E-Newsletter
- Logo inclusion on Fair Marketing Materials
- Logo on Poster
- Exhibit Space to Promote Business (6/30/26 deadline)
- Inclusion on Electronic Information Signs
- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
- Right of First Refusal by 3/1 of the Following Sponsored Year for Category Exclusivity

## GOLD \$7,500+

- 100 General Admission Tickets & 6 Free Ride Tickets
- 2 Priority Parking Passes
- 6 Sponsor Appreciation Ride Night Postcards (held Sunday, 8/9/26 – includes General Admission and Unlimited Ride wristbands for 4)
- Banner Prominently Displayed
- Logo & Web Link on Sponsorship Web Page
- Exhibit Space to Promote Business (6/30/26 deadline)
- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
- Right of First Refusal by 3/1 of the Following Sponsored Year for Category Exclusivity

## BRONZE \$2,500+

- 25 General Admission Tickets
- 1 Priority Parking Passes
- 2 Sponsor Appreciation Ride Night Postcards (held Sunday, 8/9/26 – includes General Admission and Unlimited Ride wristbands for 4)Banner Prominently Displayed
- Logo & Web Link on Sponsorship Web Page
- Exhibit Space to Promote Business (6/30/26 deadline)
- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
- Right of First Refusal by 3/1 of the Following Sponsored Year for Category Exclusivity

## PLATINUM \$10,000+

- 150 General Admission Tickets & 8 Free Ride Tickets
- 4 Priority Parking Passes
- 8 Sponsor Appreciation Ride Night Postcards (held Sunday, 8/9/26 – includes General Admission and Unlimited Ride wristbands for 4)
- Banner Prominently Displayed
- Logo & Web Link on Website Home Page
- Logo & Web Link on Sponsorship Web Page
- Partner recognition in E-Newsletter
- Sponsor Spotlight" in one E-Newsletter
- Logo inclusion on Fair Marketing Materials
- Logo on Poster
- Exhibit Space to Promote Business (6/30/26 deadline)
- Inclusion on Electronic Information Signs
- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
- Right of First Refusal by 3/1 of the Following Sponsored Year for Category Exclusivity

## SILVER \$5,000+

- 50 General Admission Tickets & 4 Free Ride Tickets
- 2 Priority Parking Passes
- 4 Sponsor Appreciation Ride Night Postcards (held Sunday, 8/9/26 – includes General Admission and Unlimited Ride wristbands for 4)
- Banner Prominently Displayed
- Logo & Web Link on Sponsorship Web Page
- Exhibit Space to Promote Business (6/30/26 deadline)
- Right to use the phrase "Official Partner of the Williamson County Fair", and use of the Fairs Official Logo
- Right of First Refusal by 3/1 of the Following Sponsored Year for Category Exclusivity

## COMMUNITY PARTNER \$1500+

- 4 General Admission Tickets
- Name included on Sponsorship Web Page
- Partner recognition in E-Newsletter

## FRIEND OF THE FAIR \$250+

- 2 General Admission Tickets
- Name included on Sponsorship Web Page
- Partner recognition in E-Newsletter



# SPONSORABLE ITEMS



## \$15,000+

- Agricadabra/Juggler
- Extreme Illusions & Escapes
- Swifty Swine Racing & Swimming Pigs

## \$10,000+

- Fireworks
- Historic Village
- Lew-E Comedy Circus
- Little 1's Farming/Barnyard
- Mind Works
- Sway Pole
- The WHO Cattle Co. - Livestock Animal Exhibit
- Wi-fi Log-in

## \$7,500+

- Agri-golf
- Chainsaw Artist - Roark Phillips
- Courtesy Carts
- Livestock Show Ring
- Tram



## \$5,000+

- Agriculture Exhibit
- Bleacher Seat Wraps
- Day at the Fair
- Hometown Heroes
- King of the Mountain - Goat Playground
- Fair Mascot
- Patriot Day
- Picnic Pavilion
- Shop Class - Construction Science
- "Sing Your Heart Out" Vocal Competition
- Ticket Booths (set of 2)

## \$3,500+

- Birthing Pig Exhibit
- Chuck Wagons & Cornbread Sue
- Elevator Door Wraps
- Farmer Appreciation Night
- Give-aways at the Gate
- Online Ticket Ad
- Restroom Stall Door Stickers
- "Tag Your Tot"
- Utility Carts
- Volunteer Appreciation Dinner
- Volunteer Appreciation Tickets
- Volunteer Caps
- Volunteer Hospitality Lounge
- Volunteer T-shirts
- Water Bottle Refill Station

## \$2,500+

- AmirrorCAN MEN
- Community Chalk Art
- Creative & Culinary Arts Exhibit
- Cross Branding Sponsor
- Cultural Arts Exhibit
- Dining Tent - Outdoors
- Farm Animal Stilt Walkers
- Floor Clings
- Give-aways at the Gate
- Glass Door Graphic Clings
- Hay Bale Decorating Contest
- LED Sign Panels
- Letters to Soldiers Post Office
- On The Spot Contests
- Pageants
- Phone Charging Stations
- Portable Toilets
- Re-enter the Fair Hand Stamp
- Robocars
- Selfie Contest
- Social Media Countdown to the Fair
- Stair Clings
- There's a Cow in my Truck Exhibit
- #WilcoFair Bite Nite
- Youth Competitive Entry Exhibit

## \$1,500+

- Century Farms Dinner
- First Responders Complimentary Meals
- Give-aways at the Gate
- Jr. Fair Board T-shirts
- Logo Projector
- Sign Sponsor





# 2026 Williamson County Fair August 7 – 15

## Sponsorship Agreement

Company Name – "Sponsor": \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Website Address: \_\_\_\_\_

(needed for hyperlink on WCF website where applicable)

.....  
**Partnership Level**

Cash Sponsorship     In-Kind Sponsorship

- \_\_\_\_\_ Diamond            \$25,000+
- \_\_\_\_\_ Platinum        \$10,000+
- \_\_\_\_\_ Gold                \$7,500+
- \_\_\_\_\_ Silver               \$5,000+
- \_\_\_\_\_ Bronze             \$2,500+
- \_\_\_\_\_ Community Partner \$1,500+
- \_\_\_\_\_ Friend of the Fair    \$250+

**Amount and/or Value:** \_\_\_\_\_

Based on your Partnership Level, what item do you choose to sponsor from the Sponsorable Items List? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Mail to:**

The Williamson County Fair Association, Inc.  
P.O. Box 329  
Franklin, TN 37065  
Attn: Cheryl Burnside

\*check based on level of commitment

**Checks made payable to:**

**Williamson County Fair Association, Inc.**

.....  
By submitting this Sponsorship Agreement and Sponsorship Fee to The Williamson County Fair Association, Inc. (the "Association" in exchange for the right to be a non-exclusive sponsor of the 2026 Williamson County Fair, for the Partnership Level marked above, Sponsor agrees to be bound by the Terms and Condition located at <https://www.williamsoncountyfair.org/p/join-the-fun/our-sponsors/opportunities>, which are incorporated herein and made a part of this Agreement and authorizes the person signing this Agreement on behalf of Sponsor to the Terms and Conditions.

**SPONSOR**

**COMPANY NAME:** \_\_\_\_\_

**Company Representative Name/Title (please print):**  
\_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**ASSOCIATION**

**THE WILLIAMSON COUNTY FAIR ASSOCIATION, INC.**

**Association Representative Name/Title:**

**Paul Webb, Fair Chairman**  
\_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_



# 2026 WILLIAMSON COUNTY FAIR SPONSORABLE ITEM DESCRIPTIONS



## \$15,000+ Sponsorship



### Agricadabra Magic Show

This agricultural magic show brings agriculture to life in a fun and creative way. It is both educational and entertaining, offering interactive fun for the entire family.



### Extreme Illusions & Escapes

Josh & Lea Knotts have become a crowd favorite at every event where they have performed. Performing over 300 shows annually since 2009, they have traveled the United States entertaining audiences of all sizes. The duo have designed a show mixed with amazing stage illusions, and skillful escapes, audience participation and exciting music. Certainly not your everyday “magic” act...forget all you know and prepare to be amazed by Extreme Illusions & Escapes.



### Swiftly Swine Racing & Swimming Pigs

These little piggies are busy shakin’ the bacon as they race around a 150’ oval track at a blazing 15 mph, and all for an Oreo cookie! Little Swifty, the swimming pig, also takes a plunge into a swimming tank and swims across the water for applause. A unique show which is fast paced and funny, and entertains audiences of all ages.

## \$10,000+ Sponsorship



### Drone Show

Join us in celebrating America’s birthday the last weekend of the fair with an Americana themed drone show. At this level the show will include prominently displayed signage on the grounds as well as company logo included in the show. Or share the sponsorship with another company and have signage on the grounds only.



### Fireworks

The perfect ending to a perfect day! Help friends and families celebrate their fun filled day with a spectacular fireworks display on the first Friday and Saturday night of the fair.



### Historic Village

The Historic Village offers a historical display of items from the Bethesda Museum, as well as live demonstrations in wood carving, bobbin lace making, tating and more. Many stories of the good old days are told, and people of all ages enjoy hearing about the vast history of Williamson County. We are proud and honored to showcase our county's history. Step back in time and enjoy a trip down memory lane.



### Lew-E Comedy Circus

Lee “Lew-E” Andrews is fairgoers favorite clown. Lew-E’s shows include audience participation, silly comedy magic, high energy juggling, toe tapping music, and so much more! When he’s not performing you just might find him walking around the fairgrounds and talking with fairgoers.



### Little 1's Farming/Children's Barnyard

Our signature event...Little 1's Farming is a family favorite for our Fair visitors. Become a farmer for a while – plant seeds, milk our cow “Buttercup”, harvest your crop, sell your goods and “spend” your proceeds on a delicious snack. A hands-on hit with children of all ages! Then head into the Children’s Barnyard to visit with live animals.



### Mind Works

A hands-on attraction offering STEM/STEAM-based activities which involve critical thinking, problem solving, and teamwork. Fairgoers can play games on giant boards such as Chess, Checkers, Connect Four, Battleship, Simon Says, Scrabble, Jenga, and Operation. They can build with magnets, giant foam blocks and wood blocks, or challenge their minds with chunky wood puzzles, or jumbo jigsaw puzzles. Fun for the entire family!



### The WHO Cattle Company - Livestock Animal Educational Exhibit

A wide variety of animals will be on display with local farmers on hand to share their vast knowledge. A wonderful opportunity to learn more about farm animals and how they are raised. New in 2025, this was a highly visited ag exhibit.



### Wi-fi Log-in

Each time any visitor to the fair tries to log on to the FREE Wi-Fi service, they will see your logo, company name and advertisement. With over 200,000 visitors this could amount to thousands of visitors each day offering fantastic exposure.

## \$7,500+ Sponsorship



### Agri-Golf

Agri-Golf is a unique and entertaining way to learn about agriculture and farming while having fun on the fairground. The specialized holes are designed to showcase the state's agricultural facts and provide a fun-filled experience for the whole family.



### Chainsaw Artist - Roark Phillips

Roark Phillips creates sculptures right before your eyes! From grizzly bears & soaring eagles to custom signs & one-of-a-kind wooden benches. Roark uses chainsaws and logs in all sizes to create these amazing works of art! With one cut at a time he transforms multiple carvings throughout the week, which are available for purchase.



### Courtesy Carts

Courtesy Carts run continuously throughout the parking areas providing drop off and pick up at the ticket booths during fair hours. Signage will be prominently displayed on each cart.



### Livestock Show Ring

Located in Barn “B”, this centrally located barn is open to the fair going public to watch competitive livestock shows as they happen. Shows include, beef cattle, dairy cattle, dairy goats, market goats, commercial ewes, and market lambs.



### Tram

Utilized daily to transport fair guests from their cars to the fairgrounds and back at the end of their visit. Visible signage will be attached to each tram.

## \$5,000+ Sponsorship



### Agriculture Exhibit

Located on the west end of the mezzanine in the indoor arena all Horticulture, Field Crops, Farm Eggs, Floriculture, Fairy Gardens and Honey & Bees entries are on display, along with all the winning entries. Also located in this area are The Chick Hatchery, the Pick TN Products Exhibit, and the Master Gardeners Exhibit.



### Bleacher Seat Wraps

Advertise your business on our indoor stadium seating. 9 days of visibility to everyone that enters the arena for 9 days of fun!



### Day at the Fair

This program began in 2024 with two organizations getting the chance to attend the fair free of charge. In 2025 it was expanded to four organizations attending Monday - Thursday evenings. After an application process, chosen local groups each receive 25 admission tickets, 25 unlimited ride passes, and 25 meal vouchers for select vendors. For many of these children it is their first time to attend the fair.



### Hometown Heroes

The Williamson County Fair honors veterans each year that have been nominated for the title of Hometown Hero. Whether they are a past or current member of the military they are nominated based on their achievements and/or service to the community that has gone unnoticed, and are honored on Patriot Day in a ceremony held the last Saturday of the fair.



### Fair Mascot

Buttercup is the official mascot of Little 1's Farming and we want to bring her to life! As a live mascot she would roam the grounds during fair hours, and do meet and greets for special events. She would be happy to wear a t-shirt, hat, or other promotional item to advertise and promote your company.



### Patriot Day

All active and retired military individuals are admitted FREE with military ID on the last Saturday of the Fair. Show your patriotic pride by having your business name on this day.



### Picnic Pavilion

Located indoors on the east end of the mezzanine, the Picnic Pavilion offers an area inside the air-conditioned arena for fairgoers to enjoy their "fair food". The pavilion is also used for several special events and competitive events throughout the 9 days of the fair, and before.



### Shop Class - Construction Science

Shop Class focuses on safety, community, and construction science for hands-on youth development. Fair goers can watch as they build a booth, showcasing student-built wall assemblies and interactive STEM displays.



### "Sing Your Heart Out" Vocal Competition

The "Sing Your Heart Out" vocal competition offers Elementary, Middle, and High School students an opportunity to compete for cash prizes, with the Overall Winner receiving an additional \$500 and other prizes. The contest will be held Tuesday, August 11th at 6:00 pm.



### Ticket Booths - Set of 2

Your company name will be one of the first things Fairgoers see as they enter at our ticket booths. A banner will be placed on the front of each booth. Sets of 2 include the main entrance booths (1 & 2), and the midway entrance booths (3 & 4). Offers nine (9) days of highly visible signage.

## \$3,500+ Sponsorship



### Birthing Pig Exhibit

This exhibit, located in Barn A, offers the opportunity for fair visitors to view a mature, female pig in her later stages of gestation period, including the live birth of her many piglets. We never know how many babies we'll have, so it is always a big surprise!



### Chuck Wagons & Cornbread Sue

America's first food truck! New this year...come experience the Wild Wild West with our Chuck Wagon Exhibit. Cornbread Sue will be cooking, doing demonstrations, and offering food sample tastings, and a lot more western fun. Exhibit will be located outside near the barns.



### Elevator Door Wraps - 2 Inside Doors and 2 Inside Walls

The elevator is located on the mezzanine just as you enter the main entrance of the arena. Your company logo/advertisement will have high visibility due to its location, and it is the only elevator in the building. Offers exposure on both sets of inside doors and both walls at the mezzanine level and the arena floor level.



### Farmer Appreciation Night

Help us honor our farming community. This event will be held on Thursday, August 13th, in conjunction with our annual Century Farms dinner, and will feature farm bingo and other fun activities in our Picnic Pavilion. Straw cowboy hats will be handed out at the gates.

### Give-aways at the Gate

Your company name and/or logo will be placed on the item of your choice, and these will be handed out as patrons enter the fair for a one day give-away.



Pizza Cutter



Grow Kit



Multi-tool w/built in Tape Measure



Plastic Garden Shovel



## On-line Ticket Ad



In 2025, we sold approximately 36,000 tickets online. These pre-sale tickets are printed or shown on a phone for scanning at the ticket gate. All tickets may be printed for use of a coupon, which will drive business to your store or location. Tickets will have your company name, logo and coupon/ad located on the top right corner of the page.



## Restroom Stall Door Stickers

Advertise your company on the 63 restroom stall doors located inside the arena. An 8.5" x 11" removable sticker will be designed and placed on each stall door in the men's and women's restrooms.



## "Tag Your Tot"

A table will be located at the admission gates where fair patrons will have the option of placing a wristband on their children with pertinent contact information should the child become separated from the parent while visiting the fair.



## Utility Carts

Used by fair staff, volunteers, and public safety, these carts are utilized before, during, and after the fair. Signage will be prominently displayed on each cart.

## Volunteer Appreciation Dinner

This dinner is held the night before opening day as a thank you and a kick off to the fair each year. Of the numerous volunteers that it takes to make the fair happen, around 250-300 attend the dinner each year in the Picnic Pavilion located in the air conditioned arena.

## Volunteer Appreciation Tickets

Your company name and/or logo will be placed on the back of printed tickets that will be given to each volunteer that works a minimum of 1 shift so that they may return to the fair another day and enjoy free admittance.

## Volunteer Caps

Your company name and/or logo will be placed on the back of the Volunteer ball caps that are given to volunteers as a perk for volunteering.

## Volunteer Hospitality Lounge

This area is available to all volunteers throughout the fair and offers free snacks and bottled water.

## Volunteer T-shirts

Your company name and/or logo will be placed on the sleeve of the Volunteer t-shirts that are given to volunteers as a perk for volunteering.



## Water Bottle Refill Station

Resynate H2O will provide a free purified drinking water refill station and will give away 1,000 water bottles free to fairgoers with company name or logo on each bottle. Hydration products will also be available for purchase.



# \$2,500+ Sponsorship



## AmirrorCAN MEN

We're celebrating America's 250<sup>th</sup> Anniversary of Independence with The AmirrorCAN MEN! They add energy and a major WOW factor in their mirror-clad suits. A truly eye catching, one-of-a-kind strolling attraction.



## Community Chalk Art

Located on the north side of the arena, the sidewalks located just outside the arena doors and adjacent to the outdoor picnic pavilion,



## Creative & Culinary Arts Exhibit

Located in the Creative & Culinary Arts Room, the entries and winners are on display throughout the fair to showcase the hard work and creativity of those that enter. This includes Handicrafts, Needlework, Quilts, Canned Goods, Breads, Cakes, Candy, Cookies, Pies and more.



## Cross Branding Sponsor

If your business has the ability to create "FAIR" items such as a special cookie, ice cream flavor, or beverage then this is the sponsorship for you. We will work together to create the item and do some cross branded advertising for the fair. as well as your business the month before the fair begins.



## Cultural Arts Exhibit

The Cultural Arts Exhibit showcases incredible talent in Fine Arts, Sustainable Arts, and Photography. All winning pieces are on display throughout the fair. The annual Community Art Project is also included in this exhibit where fairgoers are able to add their artistic touch to the design.



## Dining Tent - Outdoors

Place your business name on our outdoor picnic pavilion. High visibility on the north side of the arena, this eating space is highly used each day of the fair by families and fair volunteers.



## Farm Animal Stilt Walkers

Be transported to the Wild West with Calamity the Cow and Blaze the Bronco, stilt-walking farm animals full of down-home whimsy and boot-kicking fun. These towering trailblazers roam the fairgrounds with charm, laughter, and unforgettable photo-ops. They will wear a sash with your business name and/or logo as they stroll the grounds.



### Floor Clings

A 4' x 4' floor cling will be placed in a very prominent area on the mezzanine floor advertising your company for all 9 days of the fair.

### Give-aways at the Gate

Your company name and/or logo will be placed on the item of your choice, and these will be handed out as patrons enter the fair for a one day give-away.



Ad Pops



Ice Cream Scoop



Hand Fans



Push Pop Fidget Pen w/Caribiner



Mini Tape Measure



Hand Sanitizer



Lip Balm



Drawstring Bag



Sunscreen



America's Birthday/Patriotic Swag - Choose hand fan or any of the above in patriotic colors.



### Glass Door Graphic Clings - 3 sets

Your logo and business information will be placed on both the inside and outside of the doors leading into the arena. There are three separate sections of doors and clings would be placed at the bottom of every other door offering high visibility.



### Hay Bale Decorating Contest

This contest is open to groups or teams and offers fun and creativity for all who participate. Bales are placed in various areas on the fairgrounds, decorated before the fair begins, and on display for the 9 days of the fair. Three winners are chosen and prize money is awarded.



### LED Sign Panels

Six LED signs are placed throughout the fairgrounds advertising events and happenings throughout the 9 days of the fair. Each sign has two side panels that can feature your company name, logo, or message for \$2,500 per sign.



### Letters to Soldiers Post Office

4,883 letters have been collected and distributed to soldiers serving our country since our post office opened in 2017. We are grateful to all who have taken the time to write a letter to a soldier thanking them for their service.

---



### On The Spot Contests

Fun and entertaining impromptu contests are held in our Picnic Pavilion daily. Contests include: butter carving, ice cream eating, cookie stacking, rock painting and many more.

---



### Pageants

Pageants are a highlight of most traditional Fairs, and the Williamson County Fair Pageant system helps young women across the county set goals for themselves while giving them confidence to achieve their dreams. The winner of the Fairest of the Fair competition represents Williamson County in the State Fairest of the Fair competition in January of the coming year.

---



### Phone Charging Stations

Want to be the favorite spot of the fair? Join us as an in-kind sponsor by loaning us some charging stations to offer a beneficial service to our fairgoers as you advertise your company all nine days of the fair.

---



### Portable Toilets

Located in three different areas outside on the fairgrounds with high visibility and usage. Banners and/or signage will be in place to advertise sponsor.

---



### Re-enter the Fair Hand Stamp

When fair guests want to leave the fair and return later the same day they receive a hand stamp at the gate. A special stamp will be created with business name and/or logo to be used all 9 days of the fair.

---



### Robocars

This strolling act is a huge fan favorite as children smile with delight as these action figures transform into fast action wheels right before your eyes. Fairgoers can't help but smile and pose with these cars as they stroll the fairgrounds several times each day.

---



### Selfie Contest

Ten signs will be placed in various areas of the fair, inside and out, for increased visibility all 9 days. You can choose your prize, select the winning post, and gain many new relationships in the process.



## Social Media Countdown to the Fair

The countdown to the fair will begin at 45 days out with a social media post "this friendly reminder brought to you by XYZ Company, and would offer a one day "flash sale" for heavily discounted admission tickets sold online. These tickets give you the opportunity to offer a coupon or special printed on each one sold.



### Stair Clings

Prominently display your company name and logo on a set of stairs inside the arena leading to the arena floor.



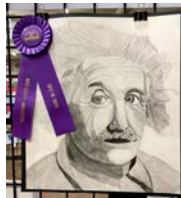
### There's a Cow in my Truck

An educational exhibit that displays the products found in a truck that come from a cow. Items include tires, belts, and hoses; plastics; asphalt and concrete; upholstery; paints and finishes; steel drawing lubricants; oils, brake fluids and grease; and steel and ceramics.



### #WilcoFair Bite Nite

Participating food vendors offer one or more food items in small portions for \$3.00 each. This evening will be advertised before the fair on social media and other outlets, as well as the day of the event. #WilcoFair Bite Nite will be held on Wednesday, August 12th.



### Youth Competitive Entry Exhibit

Located on the arena floor, all youth entries are on display, along with the winning entries. Highly visible to all fair goers, this year will include some hands-on activities that will draw more visitors to this area.

## \$1,500+ Sponsorship



### Century Farms Dinner

There are currently 46 certified Century Farms in Williamson County. The Century Farms Program recognizes farms owned by the same family for at least 100 years. These farms are among the most historic sites in the county and state, and they are celebrated each year with a special dinner at the fair. The dinner will be held Thursday, August 13th.



### First Responders Complimentary Meal

We love to celebrate our first responders that work at the fair to keep us safe and healthy. Sponsor a meal for one of their shifts.

### Give-aways at the Gate

Your company name and/or logo will be placed on the item of your choice, and these will be handed out as patrons enter the fair for a one day give-away.



Tumbler Key Chain



Magnet



Wooden Nickel



Sunglasses



### Jr. Fair Board T-shirts

Your company name and/or logo will be placed on the sleeve of each JFB t-shirt that our members wear during the fair, as well as year-round at various events, schools, and around the community. Support this great group of kids and their love of the fair as they give back to the community by volunteering their time and talents.

---



### Logo Projector

Your company logo will be projected onto the arena mezzanine floor as you enter the main doors. Highly visible to the public all 9 days of the fair.

---



### Sign Sponsor

Have a business that receives high traffic daily? If so, consider an in-kind sponsorship at this level. A banner and/or sign which advertises the fair will be placed in front of your business the month prior to the start of the fair and remain there through the 9 days of the fair. Banners and/or signs will be provided by the fair and you will receive in-kind sponsor benefits.